brochures, CD ROMs, inviting of media personalities under the hospitality programme, web marketing organising of workshops and seminars, special efforts have been made to organize road shows. Last year a high level delegation led by Minister of Civil Aviation and some State Ministers of Tourism conducted an India Tourism Road Show in the region. Later this year, another high level delegation proposes to visit the region to maximize tourist inflows.

Promotion of tourism in Kashmir

1007. PROF. SAIF-UD-DIN SOZ: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether Government are considering to devise a scheme to promote tourism in Kashmir; and

(b) if so, whether Government are also considering to bring places of pilgrimage into the fold of such a scheme?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) and (b) Yes, Sir.

Media campaign for tourist attraction

1008. SHRI ASHWANI KUMAR: Will the Minister of TOURISM AND CULTURE be pleased to state whether Government are considering to start an effective campaign through electronic and print media with extensive International reach to present India as a major tourist attraction for global/foreign tourists?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): Yes, Sir. For an effective publicity of India's tourist attractions and to attract global tourists to India an international print and electronic media campaign is being launched during the current financial year.

Changing course of river Subamarekha in Orissa

1009. SHRI B.J. PANDA:
MS. PRAMILA BOHIDAR:

Will the Minister of WATER RESOURCES be pleased to state:

(a) whether it is a fact that Subarnarekha river in Orissa frequently changes its course posing serious problem to the stability of the embankments and existence of the nearby villages;

(b) whether this has been examined by some experts to remedy the situation; and

(c) the help rendered by Government to protect the people living by the riverside villages from floods?

THE MINISTER OF STATE IN THE MINISTRY OF WATER RESOURCES (SHRIMATI BIJOYA CHAKRAVARTY): (a) As informed by the Government of Orissa, the river Subarnarekha changes its course occasionally and during the last highest flood of 1997, the river Subarnarekha changed its course at Ekadapal scouring about 200 metres towards the habitation. The river course near Dahamunda village has the tendency of changing its course.

(b) The Government of India constituted a Committee in the year 1972 under the Chairmanship of Shri J. Tripathi, Member (Floods), Central Water Commission which submitted its report in 1973 suggesting therein to tackle the problem in comprehensive manner, with storage reservoirs in the upper reaches in Bihar and flood embankments in the lower reaches in Orissa and West Bengal. In 1978 the Chief Ministers of Bihar, West Bengal and Orissa reached a tripartite agreement regarding sharing of the water resources of Subarnarekha basin. In the agreement a flood storage of 0.375 million acre feet was allocated in Chandil dam reservoir in Bihar for flood moderation benefits in West Bengal and Orissa.

In this regard, the State Government has informed that the State Technical Advisory Committee has also approved 13 nos. of bank protection works with estimated cost of Rs. 736.59 lakh.

(c) As informed by the State Government, every year the embankments of the river Subarnarekha are being protected and strengthened before the flood season at the vulnerable points by the State Government in order to save the life and property of the villages adjacent to river.